

JEWELRY SHOP COMES TO BELOIT

May 03, 2017 at 4:00 pm | By AUSTIN MONTGOMERY Staff writer



Austin Montgomery/Beloit Daily News Christopher Anderson, owner of Jewelry by Christopher, explains the layout of the soon-to-open Beloit jewelry shop on State Street. Anderson has been making custom designed pieces for Stateline residents and beyond for over 13 years. Anderson has another store in Rockford.

BELOIT — For the last 13 years, Christopher Anderson has helped Stateline Area residents craft ultra-unique pieces of jewelry. As of Monday, he now offers his specialized craft to Beloit as he opened a storefront on State Street.

Jewelry by Christopher at 322 State St., next to Bagels & More, will hold an open house event later this month, Anderson said.

He chose to expand from his Rockford location after having customers come down from as far away as Janesville for custom items, while also recognizing the revitalized nature of Beloit's downtown district.

"What I do really fits with how Beloit is changing," Anderson said. "We have a unique feel and there's something about being in a smaller town and having that unique experience."

The expansion effort started a year and a half ago, with the jeweler signing a lease in mid-February.

Anderson specializes in custom-made items that are hand-fabricated, while being hand-designed without the aid of any design software. He started working in the industry at 14.

"I was getting a more advanced knowledge than just starting with the basics of jewelry," Anderson said.

After learning under European jewelers from the Czech Republic, he went on to get his graduate degree from Jewelers of America.

Anderson said he knew going into the industry he never wanted to embrace the mass market, and found a passion for handmade items.

"Something that is personalized to the individual or the family — Something like that lasts with you and can be passed down for generations," he said.

Anderson said the Beloit store will be "more modern," which contrasts with Rockfords rustic look. The new store will have a kids section for parents looking to drop by the shop.

Anderson has a staff of four that will rotate with him every other day to the new location. Both stores will be open six days a week, he noted.

Walk-ins are welcome, and the store is on social media at Jewelry by Christopher. To schedule an appointment, call Anderson at 815-227-5500.